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SUGGESTED SCHEDULE
OF INFORMATION ACTIVITIES
ON WHEAT REFERENDUM CAMPAIGN

Reserve

Objectives and Methods

This suggested information program, designed to acquaint wheat growers with the facts about the wheat situation and marketing quotas, recognizes the specific need for bringing information to the individual farmer. Therefore it emphasizes personal contact through committeemen, local information, and local application of overall data.

Points to Stress

The story presented to the farmer must be simple and brief, and confined as much as possible to these points:

- (1) Export markets are gone.
- (2) Program protects price.
- (3) Supplies resulting from military and economic blockades are over probable quota level.
- (4) Effect on cooperator (he may sell or feed all he produces) and on non-cooperator.
- (5) No quota means no price support.

Division of Information, AAA
February, 1941
#1550 (Rev.)

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Deception and Lies

The argument is that, in general, people are not honest. It is said that the only way to get the truth is to ask a question and then wait for the answer. This is a very old idea, and it is one that has been used for centuries. It is a very simple idea, and it is one that is very easy to understand. It is a very old idea, and it is one that has been used for centuries. It is a very simple idea, and it is one that is very easy to understand.

Truth and Lies

The story is told of a man who was asked to tell the truth. He said that he would do so, but he was not honest. He was a liar, and he was a cheat. He was a man who was not to be trusted. He was a man who was not to be trusted.

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THE END
OF THE
STORY

SUGGESTED INFORMATION MATERIALS
FOR WHEAT MARKETING QUOTA REFERENDUM

PUBLICATIONS:

For committeemen: (1) Questions and answers on quota, 5-page mimeograph release for State and county committeemen. Already out, (2) Summary of quota law, 2-page mimeograph release for State and county committeemen, already out. (3) Popularized multilithed 3-page summary of wheat situation and marketing quota provisions, illustrated by three pictograph charts. Ready February 28 for State and county committeemen. (4) Evans' Des Moines speech giving quota background, in printed, 8-page, illustrated leaflet. Ready April 1 for State, county and community committeemen.

For farmers: Quota flyer. This is to be a brief, simple and well illustrated 4" by 9" bi-fold printed leaflet to tell how and why of quotas. In addition it gives results with and without quotas for cotton and tobacco, and also describes how Canada, Argentine and other countries operate with and without programs. Flyer No. 1 will be ready April 1.

For other groups: Quota flyer and Evans' Des Moines speech will serve as material for distribution to such groups as business leaders, elevator men, women's groups, officials other agencies like FSA, PCA, PCA, CCC, national banking institutions, etc.

LETTERS:

Committeemen's Letters. (1) From Secretary to USDA personnel and all committeemen explaining referendum and its importance. This letter will go out early in March. (2) From Administrator to all committeemen emphasizing what is at stake. This letter will go out in April. (3) From Regional Director to all committeemen giving a final pep-up. This letter will go out in May.

Personal letters. From county committeemen. To bankers, insurance men, mill and elevator men, farm managers, PCA's and FCA's, newspaper editors and other key figures. First in March to show how quota will affect their businesses. Second in May will be a follow-up. (2) From regional directors and administrator. To selected national organization leaders such as national banking institutions etc. showing how quota affects their businesses. (3) From other agencies who care to assist such as Commodity Credit etc. to their own field organization and groups with whom they operate. (4) From State fieldwoman to County women.

Letters to farmers. From County office. (1) In April giving background facts and enclosing Quota Flyer No. 1. (2) In May, final reminder. (3) From County women to key rural women leaders.

PERIODICALS:

Briefly Speaking. The April issue, out April 15, will be devoted to background on quotas, wheat and corn.

AAA Information Calendar. Will carry suggestions for local campaigns each month prior to referendum.

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State and Regional House Organs. Quota information each issue. Data also supplied to organs of other agencies desiring information.

VISUAL:

Movie. A short featuring quota background. Ready April 1.

Film Strip. Pictograph charts describing wheat situation and quota.

News Pictures. Three pictograph charts already offered in mat form to States. Layouts featuring quota announcement and referendum to be prepared for release to press and magazines in May.

News Reels. To be offered such wheat shots as they will want for use when quota announcement becomes major news.

Wall Charts. (1) Showing wheat situation and price-support of program. Ready for distribution to counties in regions desiring copies. (2) Canadian wheat pictures. Out last summer, additional copies available.

Illustrations. Drawings which may be reproduced in letters, house organs, announcements, etc., will be made available. Will include some suitable for use with women's groups.

PRESS, RADIO:

Regular Releases. For daily and weekly newspapers, Farm and Home, and Farm Flash service.

Farm Magazines. Letter now being sent to farm editors, explaining quota story. Other material offered.

Transcriptions. Short transcriptions by regional directors and administrator for use over small stations in May. Some use will be made of cotton and tobacco farmer in transcriptions.

Radio Notes. Suggested outlines of development of the wheat story for adaptation locally for radio and press. Will include suggestions for women's programs.

State and Regional News Service Photo information and
Data also supplied to organs of other agencies dealing
information

Movie A short feature photo background. Daily April 1

Film Strip Photographs showing what situation and
photo

News Pictures. These photographs should already appear in the
form to States. Layouts featuring photo announcements and references
to be prepared for release to press and magazines in May

News Radio. To be offered such what photo as they will want
for use when photo announcement becomes major news.

Wall Charts. (1) Showing what situation and price-support of
program. Ready for distribution to counties in regions dealing
copies. (2) Canadian wheat picture. One last summer, additional
copies available.

Illustrations. Drawings which may be reproduced in letters,
house organs, announcements, etc., will be made available. All
include some outline for use with women's groups.

Regional Release. For daily and weekly newspapers, radio and
news, and other visual service.

For... letter no. sent to for others, explaining
photo story. Clear material offered.

Transcriptions. Short transcriptions by regional directors and
available for use over radio stations in May. Some use will be
made of copies and tobacco farmer in transcriptions.

Radio News. Requested outline of development of the wheat
story for adaptation locally for radio and press. Will include
suggestions for women's programs.

Division of Information, AA
February, 1941
21350 (Rev)

SUGGESTED SCHEDULE OF FIELD
INFORMATIONAL ACTIVITIES
ON WHEAT REFERENDUM

Success of an informational program preceding the wheat referendum will depend upon making and carrying out complete plans for state, county and local activities. Such plans naturally must be adapted to local conditions. For this reason the following suggestions are only general as to procedure and timing, but it is believed that steps must be taken in about the following order.

State Plans

February - early March

Team (representatives of Regional Division, Information Division and Extension Service) visit each state, assist A.A. State committee and field force, Extension Service and other cooperating agencies to work out state information plans. Team will be prepared to discuss use of available material fitting into plans made in state.

County Plans

March - early April

State field representatives of A.A. and cooperating agencies visit counties, assist county offices to work out county plans. Representatives should be prepared to discuss use of available material fitting into county plans.

Follow Up

April - May

State field representatives check counties to see how plans are being carried out. County office and community committees, with representatives of cooperating agencies carrying out agreed upon meetings, radio talks, press releases, direct contact and direct mail.

